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data with one of the zones to identify the market significance of substitute programming.

IN THE ABSTRACT:

Please add the following Abstract, which is also provided on a separate page:

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--ABSTRACT

A cable television distribution system in which the head end substitutes different channels for a plurality of separated geographic zones. The head end creates a plurality of channel spectrums and transmits the spectrums on distribution trunks such that a different spectrum may be present on each distribution trunk. The spectrums on the distribution trunks are connected to zones of the viewer community which have been selected for market research purposes on the basis of demographics. Product sales collection units are provided at stores throughout the community served by the cable television distribution to collect consumer purchase data for market research purposes.--

REMARKS

In the present Office Action, claims 1-2, 9, 20-22 stand rejected under 35 U.S.C. §102 as anticipated by Eskin et al. U.S. Patent No. 4,371,973; claims 3-8, 10-13, 18-19 and 23-25 stand rejected as obvious under 35 U.S.C. §103 as unpatentable over the Eskin et al. reference; and claims 14-17 stand rejected as obvious under 35 U.S.C. §103 over the Eskin et al. reference and in view of Oberle et al. U.S. Patent 5,389,964. In addition to the above art rejections, the Office Action points out that a dependency problem exists in claim 7 and that formal drawings and an abstract are required.

Claim 7 has been amended to depend from claim 6, as suggested by the Examiner, to remove the dependency objection. The present amendment also provides an abstract of the